

Minutes
Friday, July 24, 2015

Pre-Proposal Conference
"Project Act Now" Opioid Overdose Prevention Campaign

#RFP-2015-01

Attendees: Sarah A. Melendes – John Snow, Inc.; Melody Belotte – HighRock Studios; Cory Farrugia – Channel Communications; Ryan Lampta – HighRock Studios, Rebecca Hogamier, Program Director – Washington County Health Department; Brenda Cole, Purchasing Agent – Washington County Health Department

A Pre-Proposal Conference for the "Project Act Now" Opioid Overdose Prevention Campaign was held on Friday, July 24, 2015 at 2:00 P.M. at the Washington County Health Department.

Brenda Cole Purchasing Agent opened the meeting by reviewing the Pre-Proposal packet. Proposals are due no later than **Monday, August 24, 2015 at 2:00 p.m.** Late responses will not be accepted and will be returned unopened. All interpretations, discrepancies, omissions and any questions regarding the proposal packet must be in writing to Brenda Cole by **Monday, August 10, 2015 by 4:00 P.M.** Questions and answers will be posted on our website and on eMaryland. Proposals must be delivered in person or by U.S. Postal Service; electronic deliveries will not be accepted.

Rebecca Hogamier, Director of Behavioral Health Services, Washington County Health Department gave a brief overview of "Project Act Now" and what the expectations are to be accomplished through the Media Campaign. The Media Campaign will be designed to provide community awareness to the misuse of drugs in Washington County and give the ability to recognize, respond to; and, prevent opioid overdose.

An evaluator was selected to develop a Strategic Plan for the "Project Act Now". The Strategic Plan is to be developed and completed by the end of August. The Strategic Plan will be given to the Media Agency that is selected to handle the campaign.

Following overview of the project, meeting was opened to Questions and Answers.

Question #1: Do you expect the \$120,000 to cover all items listed in the specifications on page 25 through 28?

Yes, the Washington County Health Department was awarded a Grant in the amount of \$120,000 to develop and market the campaign. The Agency selected will complete all specifications on pages 25-28 with the amount awarded. No proposal or award will exceed \$120,000.

Question #2: What does “Subcontracting” on page 20 mean?

Answer: The Agency selected cannot outsource any portion of the campaign Development, i.e. all radio and video scripts, voiceover talent, production of PSA’S, etc. must all be completed in-house.

Question #3: On Page 19, #IV Bidder Qualifications, what does it mean by level of involvement in Washington County?

Answer: Level of involvement in Washington County is asking if the Marketing company has done business in Washington County and if they have done other media campaigns like this in Washington County. If not, specify none.

Question #4 In respect to Web Hosting, do you envision WCHD performing most/all of the copy editing through CMS?

Answer: Yes, during site development, WCHD will provide the copy for the website, and The marketing firm should be able to provide basic copyediting services (such as proofreading, integration of meta tags/titles for SEO purposes.) Once the site is live, WCHD will manage and maintain the content on an ongoing basis through the CMS.

Question #5: In respect to Web Hosting, what type of information do you envision being handled by the website/stored on the webserver; specifically will it be subject to HIPAA regulations and guidelines?

Answer: The website will primarily serve as a marketing and communication tool for community awareness. Identifiable health information for individuals will not be stored/published through the site.

Questions #6: Do you expect to “own” the website at the conclusion of the 3 year period (as opposed to “owning” the data collected – which is naturally the sole property of the WCHD?

Answer: While the marketing firm may register domains on behalf and provide hosting/record management services on an ongoing basis, WCHD will own the website and contents upon the go live date.

Question #7: Can you explain the intended use of the checklist on page 31?

Answer: Page 31 is part of the County template for RFP’s. It remains part of the Proposal even if not used. Other County agencies may piggy-backed other County Department’s RFP but this isn’t the case with this RFP.

Minutes – Pre-Proposal

#RFP 2015-01

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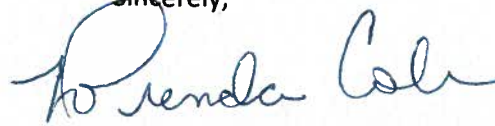
Question #8: Can the WCHD supply a copy of the RFP in Microsoft Word format?

Answer: Yes

Question #9: Please verify that a Performance Bond valued equal to the bid award price will be required for services under this RFP?

Answer: If the Marketing Firms bid is \$100,000 or more, as per page 2, the Marketing Firm must provide a Performance Bond.

Sincerely,

A handwritten signature in blue ink that reads "Brenda Cole". The signature is fluid and cursive, with the first name "Brenda" and last name "Cole" clearly distinguishable.

Brenda Cole, Purchasing Agent
Washington County Health Department